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## SPRING VEGETABLES AND MELONS

~~SERVICE OPERATIONS  
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1966 DEC 5 AM 10 59  
~~REPRODUCTION  
SECTION~~

# 1967 ACREAGE-MARKETING GUIDES



U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE

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## FOREWORD

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1967 spring vegetables and melons are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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## 1967 ACREAGE-MARKETING GUIDES SPRING VEGETABLES AND MELONS

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1967 acreage of lima beans be increased by 5 percent from the acreage planted in 1966, each grower of spring-season lima beans should increase his plantings by 5 percent.

### I. 1966 REVIEW

#### Spring Vegetables and Melons

The total acreage of principal spring vegetables was increased moderately in 1966 compared with the preceding year. Weather damage to crops in 1966 resulted from low temperatures, strong winds, and excessive rains. And loss of spring vegetable acreage was high. Total spring vegetable production in 1966 was 3 percent above 1965, and 4 percent above the 1960-64 average.

The production of early spring snap beans, broccoli, cauliflower, sweet corn, cucumbers, lettuce and tomatoes was up sharply from 1965. However, for several of these commodities, including snap beans, lettuce and tomatoes, production in the late spring was lower than in the preceding year. The output of spring celery and green peppers was larger than a year earlier. The tonnage of early and late spring cabbage combined was down slightly compared with 1965. Due to heavy rains in Texas, the early spring onion crop in 1966 was only about one-half as large as in 1965. In the late spring, onion production was up slightly.

California and Florida each accounted for about one-third of the total spring vegetable tonnage in 1966. Arizona, Texas and South Carolina also were among the leading sources. In addition, Florida was responsible for most of the spring watermelon output, and Arizona and California were the main sources for cantaloups.

Because of replanting, some crops matured simultaneously and harvest bunching occurred. The distorted harvest schedules in early spring resulted in temporary gluts in supply of some items, particularly lettuce and tomatoes and prices were under pressure. In the late spring, shipment patterns were generally normal. However, some harvests were late and prices for several vegetables showed contraseasonal increases. The index of prices received for all spring vegetables was substantially less than the high level in the preceding year, but was well above the 1960-64 average.

The total value of principal vegetable crops in 1966 was indicated at \$202 million, down 11 percent from the 1965 total of \$227 million. For melons, gross returns totaled \$41 million, down almost \$5 million from 1965.

Spring watermelon production in 1966 was record large. Because of harvest bunching some of the crop was abandoned. However, the season price was above average, and total crop value was high.

Total acreage of cantaloups was increased moderately in 1966. Per-acre yield was low and the total output was down substantially compared with the preceding year. Shipments from western producing areas bunched. This resulted in an average price well below the 1965 record.

## II. 1967 RECOMMENDATIONS

Specific planted acreage recommendations for 1967 spring vegetables and spring melons are as follows:

Commodity		: Percentage change from : 1966 acreage percent
<u>Spring Vegetables</u>		
Lima Beans.....		Plus 5
Snap Beans	(early).....	Plus 5
	(mid).....	No Change
	(late).....	No Change
Broccoli	(early).....	No Change
Cabbage	(early).....	No Change
	(late).....	No Change
Carrots.....		No Change
Cauliflower	(early).....	Minus 5
Celery.....		Minus 5
Sweet Corn	(early).....	No Change
	(late).....	No Change
Cucumbers	(early).....	Plus 5
	(late).....	No Change
Eggplant.....		Plus 10
Lettuce	(early).....	Minus 5
	(late).....	No Change
Onions	(early).....	Plus 5
	(late).....	No Change
Green Peas	(early).....	Plus 5
Green Peppers	.....	No Change
Spinach.....		No Change
Tomatoes	(early).....	Florida: Minus 5; Texas and California: No Change
	(late).....	Plus 5
<u>Spring Melons</u>		
Cantaloups.....		No Change
Watermelons	(late).....	No Change

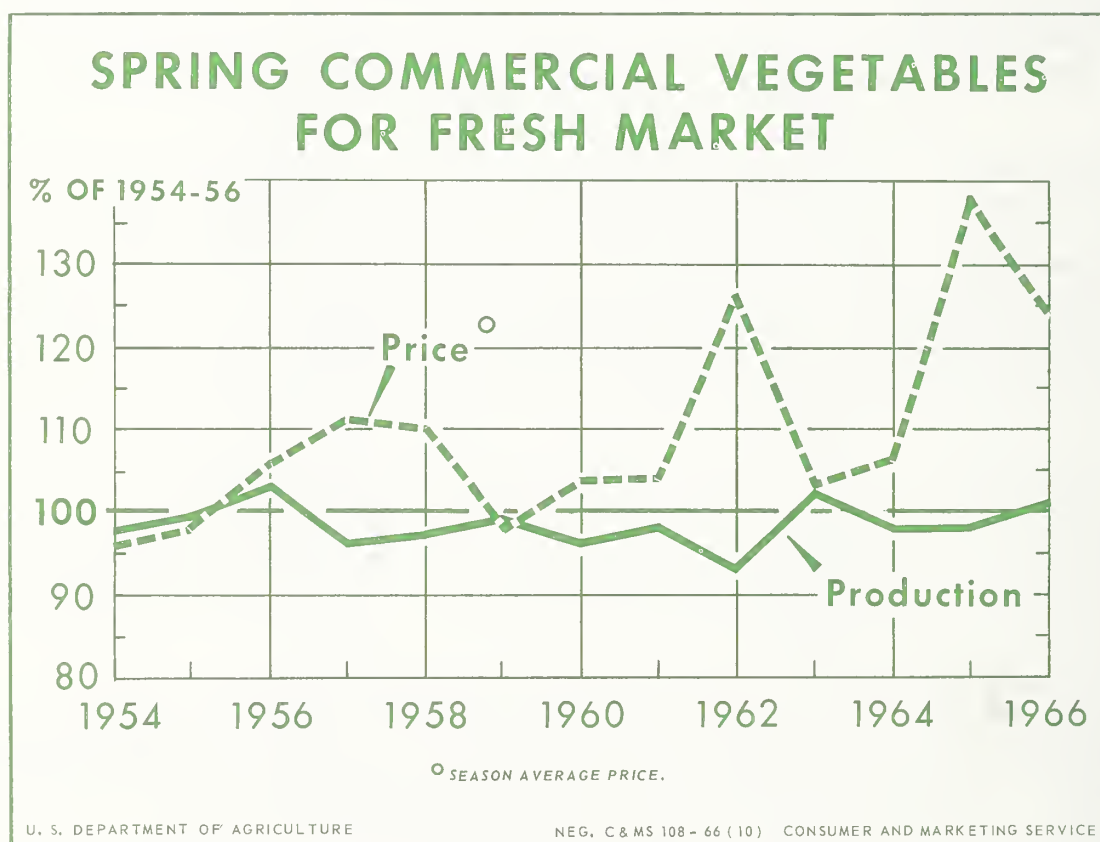
In total, the 1967 acreage guide for 16 spring vegetables is equal to the 1966 planting total. With normal abandonment and average yield by commodities, total spring vegetable production in 1967 would be 3 percent above 1966, and 6

percent above 1965. The total probable production in 1967 from the guide acreage is 8 percent above the net production in 1966 (production less abandonment).

With average yields in 1967, the guide acreage for cantaloups would provide a crop 9 percent above 1966. The guide for watermelons is a production 11 percent less than the surplus crop in 1966.

The guide acreages recommended for spring vegetables and melons would provide a production adequate for all usual consumer needs, but not too much to adversely affect farmers' income.

The index of growers' prices for spring vegetables (see chart below) was 10 percent below the extremely high level a year earlier, but 14 percent above the 1960-64 average. The decline in prices compared with 1965 was due partly to a slight increase in aggregate output of spring vegetables and partly to temporary gluts in supplies of some items. Adverse weather resulted in distorted harvesting schedules and temporary bunching in supply.





### Spring Vegetables - Fresh Leading States in Acreage, Production and Value, 1966 1/

State	Planted acres	State	Production 1,000 hundredweight	State	Crop value \$ million
Florida	97.4	Florida	11,154	Florida	73.8
California	64.1	California	11,010	California	57.2
Texas	48.6	Arizona	4,694	Arizona	20.4
Arizona	25.6	Texas	2,410	Texas	18.6
South Carolina	26.9	South Carolina	1,439	South Carolina	9.1
North Carolina	15.2	North Carolina	786	New Jersey	4.3
Georgia	11.4	New Jersey	753	North Carolina	3.8
New Jersey	9.2	Georgia	591	Georgia	3.0
Louisiana	7.4	Other 3/	2,666	Louisiana	2.4
Other 2/	25.7			Virginia	1.5
				Alabama	1.2
				Massachusetts	1.0
				New Mexico	.9
				Connecticut	.8
				Washington	.8
				Maryland	.8
				Other 4/	2.7
Total	331.6		35,503		202.3

Note: Data, which are preliminary, exclude melons; watermelon production is concentrated in Florida, and Arizona and California account for most of the spring cantaloup supply.

1/ States listed are those that plant 5,000 acres or more for spring harvest, or produce 500,000 hundred-weight or more, and whose total crop value exceeds \$500,000.

2/ Includes Alabama, Mississippi, Maryland, Ohio, Virginia, Missouri, Tennessee, New York, New Mexico, Massachusetts, Connecticut, Pennsylvania, Washington and Oregon.

3/ Includes all States listed in footnote 2, plus Louisiana.

4/ Includes Mississippi, Ohio, Missouri, Tennessee, New York, Pennsylvania, Oregon and value of spinach crop in Maryland & Virginia.

### III. DEMAND FOR VEGETABLES IN THE SPRING OF 1967

Demand for goods and services in the U. S. economy rose rapidly during the first three quarters of 1966 and further expansion is expected in 1967. Consumer disposable income during the first nine months in 1966 averaged almost 8 percent above a year earlier. Spending for food also averaged well above year-earlier levels.

Although economic growth is expected to continue in 1967, the rise probably will not match the very large increase indicated for 1966. The rate of increase in economic activity in 1967 will depend importantly on the turn of events in Vietnam and their impact on other government programs and business fixed investment. Expanding output, more jobs, and a rise in wage rates will increase consumer incomes further in 1967.

With increases in consumer buying power, demand for spring vegetables and other farm products is expected to be well maintained. While an increase in demand is expected, requirements on an individual commodity basis will not be substantially different from last spring. Prices for each particular item will continue to depend largely on the balance of production with market needs for that commodity. And as usual, timeliness of harvests will exert an important influence on spring vegetable markets.

### IV. FOREIGN TRADE, SPRING VEGETABLES

#### Exports

The total export of fresh vegetables in the spring of 1966 was 12 percent above the March-June total in 1965. Lettuce, carrots, celery and watermelons accounted for most of the increase in export volume compared with the preceding year. The tomato export volume in 1966 was down slightly and onion tonnage was off sharply. Exports of fresh potatoes to Canada were up almost 100 percent compared with the spring of 1965 when domestic storage supplies were low.

Canada continued as leading export outlet for spring items, absorbing more than 90 percent of the exports of fresh vegetables and potatoes. The export tonnage of spring vegetables to European markets was relatively small, as usual, and was down sharply compared with the spring of 1965. However, movement of carrots into overseas markets showed a substantial gain.

In 1967, total exports of spring vegetables to Canada may be larger than in 1966. But because of a big potato crop for storage in Canada in 1966, exports of potatoes to that country in the spring of 1967 may be smaller than in 1966.

Use of U. S. spring vegetables in Canadian and western European markets will at least continue at current levels and most likely will increase somewhat. The general prosperity of these developed nations combined with increasing populations should help the demand for U. S. farm products.

The export potential is subject to adequate domestic production of vegetables plus moderate prices and reasonable freight rates. Air freight shipments of certain vegetables may show substantial growth. And refrigerated

containers carried on the main deck of modern ships may enable more competitive rates for overseas hauling of vegetables. Carrier coordination -- the use of containers suitable for movement by rail, truck, water and air -- may grow considerably. The volume of spring vegetable and melon exports in 1966 and 1965 is shown below.

Spring Vegetables: Exports from the United States,  
selected months, 1966 and 1965

Commodity	March-June, 1966		Total, March-June	
	Canada	Other	1966	1965
	<u>1,000 hundredweight</u>			
Beans, Fresh	62.8	1.3	64.0	55.5
Cabbage	459.5	7.6	467.1	428.4
Carrots	587.5	187.5	775.0	621.8
Celery	535.2	39.2	574.4	439.9
Lettuce	987.2	20.3	1,007.6	780.3
Onions	322.2	89.8	412.0	599.5
Peppers	63.2	10.3	73.5	71.3
Tomatoes	371.4	3.7	375.1	382.0
Watermelons	566.9	2.5	569.5	486.9
Potatoes	2,032.3	82.9	2,115.2	1,099.4

Note: Total computed from unrounded data.

Source: Bureau of the Census, U. S. Department of Commerce.

Imports

Spring vegetable imports in 1966 were substantially larger than in 1965. However, imports of melons were about one-tenth less than a year earlier as weather and disease hurt the crop in Mexico. Imports of tomatoes, the leading vegetable item, were up one-fourth. Large gains in import totals were recorded also for cucumbers, peppers and onions.

Mexico, the major import source for vegetables and melons, was responsible for 96 percent of last spring's total volume. Complementing movement from Mexico were significant imports of onions from Chile and cucumbers from the Bahamas.

The tonnage of Mexican vegetables and melons available for export is expected to trend upward. Acreage and production of vegetables in Mexico will not be limited by lack of production facilities. The principal advantage to producing crops in Mexico is a plentiful supply of labor at relatively low wages. However, many other production costs can be higher than in the United States. Import volume and sources of spring vegetables and melons are listed on the following page. (Also, see chart back cover page.)

Spring Vegetables: Imports into the United States,  
selected months, 1966 and 1965

Commodity and		1966				Total, March-June	
Country of Origin		March	April	May	June	1966	1965
1,000 hundredweight							
<u>Cantaloups</u>							
Mexico		156.1	305.7	597.9	277.5	1,337.2	1,441.5
Dom. Rep.		.3	3.0	1.6	-----	4.9	13.6
Other		2.8	.4	1.2	-----	4.4	.9
Total		159.2	309.1	600.7	277.5	1,346.6	1,456.0
<u>Cucumbers</u>							
Mexico		112.3	43.5	6.1	.1	162.0	25.0
Bahamas		59.9	4.2	-----	-----	64.1	17.1
Canada		6.6	9.9	1.1	-----	17.7	10.4
Other		-----	-----	-----	-----	-----	.7
Total		178.8	57.7	7.3	.1	243.9	53.2
<u>Onions</u>							
Mexico		117.7	70.1	30.5	5.4	223.7	176.8
Chile		10.7	20.9	8.2	.8	40.7	22.0
Italy		-----	-----	2.1	19.5	21.6	21.9
Other		1.6	1.6	.5	.7	4.4	4.1
Total		130.0	92.7	41.4	26.4	290.4	224.8
<u>Peppers</u>							
Mexico		51.7	39.8	6.5	4.0	102.0	61.1
Dom. Rep.		3.9	2.5	2.3	1.5	10.1	4.4
Other		.1	1.4	-----	-----	1.6	1.7
Total		55.7	43.6	8.8	5.5	113.6	67.2
<u>Tomatoes</u>							
Mexico		688.0	807.6	513.3	79.6	2,088.5	1,652.0
Bahamas		-----	.5	2.0	.4	2.9	11.1
Canada		.1	.2	1.7	.9	2.9	18.9
Other		.4	1.3	.4	-----	2.1	4.5
Total		688.5	809.5	517.4	80.9	2,096.3	1,686.5
<u>Watermelons</u>							
Mexico		83.2	123.3	265.0	89.1	560.7	684.5
Other		-----	1.8	.5	-----	2.3	.6
Total		83.2	125.1	265.5	89.1	563.1	685.1

Note: May include small amounts from other areas; total computed from unrounded data.

Source: Bureau of the Census, U. S. Department of Commerce.

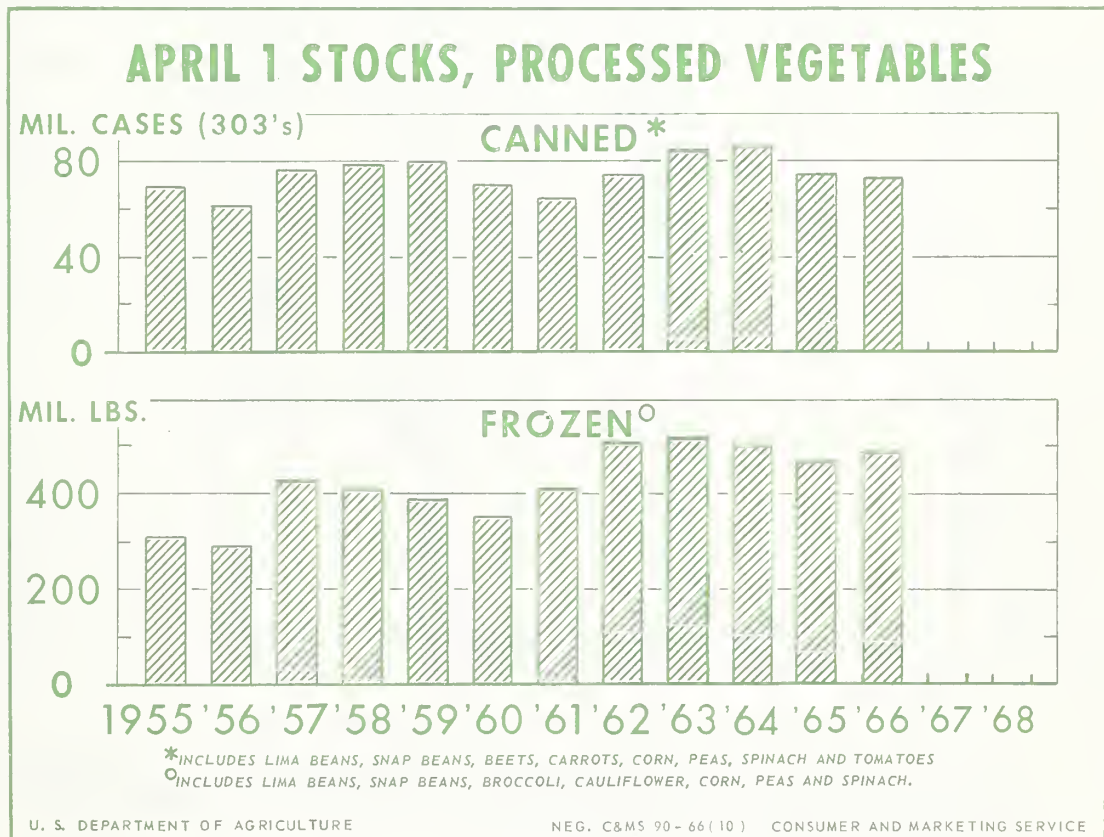


## V. PROCESSED VEGETABLES

### Canned

Partly because supplies of fresh vegetables were below average last spring, demand for canned and frozen vegetables was strong. Total canned vegetable supplies were 3 percent below a year earlier and off 5 percent from the 1960-64 average. April 1, 1966 canned stocks of beets, carrots, sweet corn and spinach were down sharply from the preceding year -- tomato stocks were down moderately. Only holdings of snap beans and green peas showed significant gains compared with the spring of 1965.

Canned vegetable supplies available next spring may total about the same as in 1966. Current pack information indicates supplies of most items will be in line with market requirements -- with no items in particularly heavy supply. During 1966-67, prices for these canned items may be the same or higher compared with the above-average levels of a year earlier. (See comments on frozen vegetables on page 12.)





## Frozen

Aggregate supplies of frozen vegetables (excluding potatoes) available during the spring of 1966 totaled 5 percent above the moderate level in 1965, and 6 percent above the 1960-64 average. Supplies of frozen green peas and sweet corn accounted for most of the increase compared with the preceding spring, but April 1 stocks of broccoli and spinach were down sharply. This was due partly to a late start in the 1966 spring pack.

Current supplies of most frozen items, although larger than a year earlier, are in line with trade needs. Movement of most items during 1966-67 is expected to average slightly to moderately higher than last season. It appears total frozen supplies next spring will show good balance, as they did last season, and markets will be strong.

### Supplies of Canned and Frozen Vegetables, Marketing Season 1965-66 and 1964-65

Commodity	: Total supply		: April 1 stocks	
	: 1965-66	: 1964-65	: 1966	: 1965
<u>Canned Vegetables</u> <u>1/</u>				
		<u>Million cases 24/303's</u>		
Lima Beans	3.6	3.5	1.0	1.1
Snap Beans	52.7	46.7	18.0	14.2
Beets	14.5	16.6	5.1	<u>2/</u> 7.3
Carrots	7.3	7.7	2.3	<u>2/</u> 3.2
Sweet Corn	45.4	49.0	14.5	18.3
Green Peas	43.5	38.0	13.9	10.8
Spinach	10.4	11.1	<u>3/</u> 3.0	<u>3/</u> 4.1
Tomatoes	44.7	46.3	15.0	15.9
<u>Frozen Vegetables</u>				
		<u>Million pounds</u>		
Lima Beans	170.4	163.5	63.9	63.3
Snap Beans	241.6	238.2	75.3	82.1
Broccoli	151.8	173.9	39.2	49.4
Cauliflower	56.0	57.4	21.6	18.1
Sweet Corn	284.7	227.2	93.4	81.8
Green Peas	540.8	437.6	152.5	123.2
Spinach	160.5	162.1	41.0	47.9

1/ Includes canners' and distributors' stocks.

2/ Interpolation.

3/ March 1 stocks.

Source: National Cannery Association; National Association of Frozen Food Packers; Bureau of the Census, U. S. Department of Commerce and Statistical Reporting Service, USDA.

Spring Vegetables: Acreage Guide for 1967, with Comparisons

Commodity	Planted acreage				:Percent Acreage Guide is of;		
	: Guide	: Prel.:	: Average		: Prel. :	: Average	
	: 1967	: 1966	: 1965	: 1960-64	: 1966	: 1965	: 1960-64
	<u>1,000 acres</u>				<u>percent</u>		
Beans, Lima	2.8	2.7	3.0	3.4	105	95	85
Beans, Snap							
Early	13.9	13.2	11.5	15.0	105	121	92
Mid	13.4	13.4	13.6	14.2	100	99	94
Late	15.7	15.7	15.8	14.7	100	99	107
Broccoli							
Early	13.6	13.6	11.9	12.9	100	114	105
Cabbage							
Early	12.2	12.2	12.4	12.9	100	98	94
Late	8.0	8.0	7.8	7.6	100	102	105
Carrots	3.0	3.0	2.7	2.4	100	111	124
Cauliflower							
Early	8.4	8.8	7.4	8.0	95	113	105
Celery	7.8	8.2	7.5	7.4	95	104	105
Corn, Sweet							
Early	50.0	50.0	47.8	42.8	100	105	117
Late	10.4	10.4	10.9	13.7	100	95	76
Cucumbers							
Early	12.1	11.5	12.1	11.7	105	100	103
Late	17.0	17.0	16.5	15.9	100	103	107
Eggplant	1.1	1.0	1.1	1.1	110	100	96
Lettuce							
Early	42.7	44.9	35.2	40.2	95	121	106
Late	6.5	6.5	6.2	6.2	100	104	105
Onions							
Early	24.3	23.1	25.1	25.9	105	97	94
Late	7.0	7.0	6.2	8.0	100	112	87
Peas, Green							
Early	1.3	1.2	2.1	2.7	105	60	46
Peppers, Green	9.0	9.0	7.8	8.3	100	115	108
Spinach	5.5	5.5	5.6	6.3	100	99	87
Tomatoes							
Early	25.6	26.6	25.6	32.2	96	100	80
Late	20.2	19.2	20.2	19.2	105	100	105
Total	331.2	331.6	316.0	332.7	100	105	100

Note: Data rounded, but percentage comparisons based on unrounded data.

Spring Vegetables: Probable production in 1967, with Comparisons

Commodity	Production 2/				Probable production from		
					: Acreage Guide as percent of:		
	Guide 1/	Prel.:	Average	Prel.:	Average		
	1967	1966	1965	1960-64	1966	1965	1960-64
	1,000 hundredweight				percent		
Beans, Lima	65	61	67	77	107	97	84
Beans, Snap							
Early	530	580	451	499	91	118	106
Mid	328	322	329	343	102	100	96
Late	600	503	592	606	119	101	99
Broccoli							
Early	1,098	1,224	952	984	94	121	117
Cabbage							
Early	1,668	1,643	1,698	1,685	102	98	99
Late	1,020	973	947	983	105	108	104
Carrots	579	600	426	402	96	136	144
Cauliflower							
Early	769	748	666	733	103	115	105
Celery	3,625	3,582	3,487	3,364	101	104	108
Corn, Sweet							
Early	3,441	3,510	3,116	2,912	98	110	118
Late	571	560	623	732	102	92	78
Cucumbers							
Early	1,148	1,220	1,094	1,038	94	105	111
Late	1,113	1,010	1,100	1,036	110	101	107
Eggplant	163	165	150	141	99	109	116
Lettuce							
Early	7,862	8,184	7,024	7,280	96	112	108
Late	966	925	1,029	909	104	94	106
Onions							
Early	2,904	1,577	3,003	2,942	184	97	99
Late	2,091	2,037	2,026	1,906	103	103	110
Peas, Green							
Early	55	48	84	122	115	65	45
Peppers, Green	849	861	678	718	99	125	118
Spinach	310	303	322	338	102	96	92
Tomatoes							
Early	3,762	3,806	3,419	3,523	99	110	107
Late	1,168	1,061	1,243	997	110	94	117
Total	36,685	35,503	34,526	34,270	103	106	107

1/ Computed: Product of planted acreage guide for 1967, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

## Spring Melons: Acreage Guide for 1967, with Comparisons

Commodity	Guide		Planted acreage		Percent Acreage Guide is of:		
	1967	1966	Prel.	1965	Average 1960-64	Prel. 1966	Average 1960-64
							percent
Cantaloups	40,000	40,000		38,800	33,460	100	103
Watermelons	74,600	74,600		81,200	76,580	100	92
Total	114,600	114,600		120,000	110,040	100	96

### Spring Melons: Probable production in 1967, with Comparisons

Commodity	Production 2/			Probable production from		
	Guide 1/			Average Guide as percent of:		
	1967	1966	1965	Average	Prel.	Average
				1960-64	1966	1965
	1,000 hundredweight					percent
Cantaloups	3,683	3,377	3,707	3,700	109	99
Watermelons	10,277	11,594	10,165	9,793	89	101
Total	13,960	14,971	13,872	13,493	93	101

1/ Computed: Product of planted acreage guide for 1967, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars).

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lima Beans

(South Carolina and Florida)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u>						
(planted acreage 5 percent more than in 1966	2,840		<u>1/</u> 24	65		
<u>Background statistics</u>						
1966 Prel.	2,700	2,600	23	61	10.92	666
1965	3,000	2,800	24	67	10.25	687
1960-64 Average	3,360	3,220	24	77	9.52	732
<u>1/</u> 1960-64 average yield.						

Comments

In each of the past two years, plantings have been reduced in both Florida and South Carolina. Early in the 1966 season, the crop in southern Florida was delayed by cool weather. But subsequently, the fields made good progress. Crop development in South Carolina also was delayed. Total spring production in 1966 was record small.

Movement from the Pompano area of Florida was active during April, and tapered off in May. During early May, source of supply shifted to Plant City and after mid-month, to north Florida areas. Harvest in South Carolina began early in June.

Prices declined during April. In May, however, prices improved and continued high in June, contrary to the usual seasonal trend. The 1966 average price was moderately above 1965.

In 1967, growers should be able to market successfully a volume larger than in 1966. This needed tonnage will require more acreage.

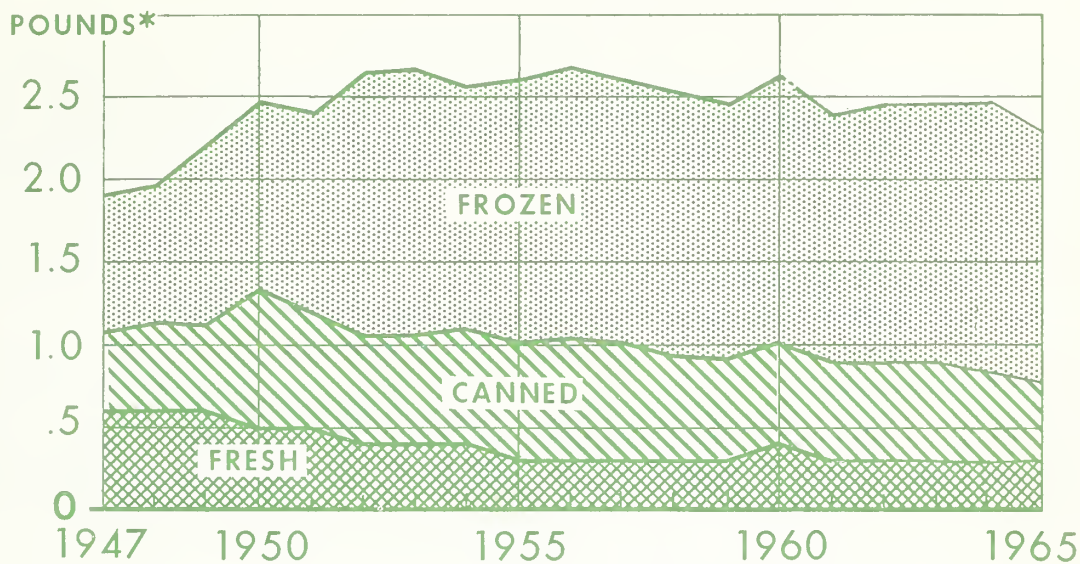
1967 Guide

The 1967 guide is a planted acreage 5 percent larger than in 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 7 percent larger than in 1966.



# FRESH AND PROCESSED LIMA BEANS

## *Trends in Per Capita Consumption*



\* FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 91 - 66 (10) CONSUMER AND MARKETING SERVICE

There have been no marked changes in the relative importance of canned, frozen, and fresh lima beans since 1955. Although under pressure because of the enormous popularity of the processed forms, annual per capita consumption of fresh lima beans has been comparatively stable.

Market requirements for fresh lima beans during the spring season, however, have decreased in recent years. The acreage needed to furnish adequate supplies is not expected to change much in the years ahead.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Early Spring

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1966)

13,860

1/ 42

530

Background statistics

1966 Prel.	13,200	12,600	46	<u>2</u> / 580	9.50	4,961
1965	11,500	11,100	41	<u>2</u> / 451	11.26	4,795
1960-64 Average	15,040	13,320	37	<u>2</u> / 499	9.61	4,453

1/ 1964-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1960, 35 in 1961, 65 in 1964, 25 in 1965 and 58 in 1966.

Comments

Florida accounted for all of the increase in total plantings of early spring snap beans in 1966. In Texas, acreage was unchanged compared with 1965.

An above-average yield was obtained in Florida. In Texas, however, excessively wet weather kept yields below average. Total early spring production was 29 percent above 1965.

In Florida, shipments peaked during April, and movement was active until late May. Harvest in the San Antonio area of Texas started in mid-May. Supplies from central and east Texas were available through June. Prices were down sharply compared with the high average in the preceding year.

Spring markets will not absorb a production as large as in 1966. With average yields, however, a moderately larger acreage would be required to provide an adequate supply.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 9 percent less than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi and Louisiana)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u>						
(planted acreage equal to 1966)	13,400		<u>1</u> / 25	328		
<u>Background statistics</u>						
1966 Prel.	13,400	12,400	26	322	8.86	2,854
1965	13,600	13,200	25	329	9.58	3,153
1960-64 Average	14,180	13,920	25	343	8.21	2,809
<u>1/</u> 1960-64 average yield.						

Comments

Total mid-spring snap bean planted acreage in 1966 was a little less than in 1965. Low temperatures and heavy rains hindered the crop and loss of acreage was high.

Total production was down slightly compared with a year earlier. Production in Alabama and Georgia was slightly larger than in 1965, but other States produced smaller crops.

Movement of the mid-spring crop started about two weeks later than usual. Peak volume did not occur until mid-June. This proved to be beneficial for prices by preventing an overlap with a large volume moving from Florida during late May and early June. Moreover, late spring crop shipments were delayed, and there was no serious overlap between seasons.

Prices were moderate in May, and improved in June. Although below the high level in 1965, the season price was moderately above the 1960-64 average.

Market needs for mid-spring supplies in 1967 are not expected to change significantly compared with 1966. With average yields, a sufficient tonnage would be produced on an equal acreage.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 2 percent more than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Snap Beans - Late Spring

(New Jersey, Maryland, Virginia, North Carolina and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted; For harvest</u> :	: <u>per acre</u> :	: <u>Production</u> :	: <u>Price</u> :	: <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage  
equal to 1966)

15,700                      1/ 42                      600

Background statistics

1966 Prel.	15,700	12,600	40	503	12.06	6,065
1965	15,800	13,900	43	<u>2</u> / 592	10.66	5,979
1960-64 Average	14,660	14,280	43	606	8.99	5,424

1/ 1963-66 average yield.

2/ Includes 31,000 hundredweight not marketed in 1965 and excluded in computing value.

Comments

Total planted acreage in 1966 was slightly less than in 1965. In recent years, acreage reductions in California and Virginia have been largely offset by increases in North Carolina.

Poor weather hindered development of crops in eastern States. Yields were generally below normal. Because of a large acreage abandonment, production was down sharply compared with 1965.

The North Carolina harvest was slow in getting underway with little volume shipped before mid-June. Harvesting in Virginia, Maryland, and New Jersey started later than usual and was active in June. In California, picking started in mid-May and peaked in late June.

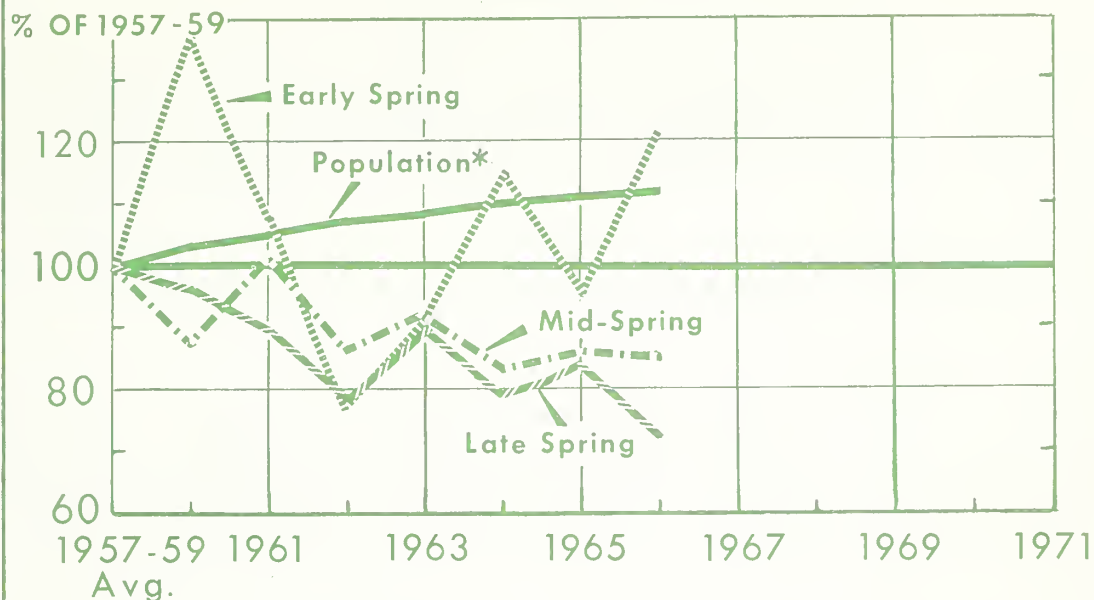
As a result of small crops in 1966, high prices were received in eastern producing areas in 1966. Returns in California failed to match those in 1965.

Competition for outlets in 1967 likely will be stronger than in 1966. Nevertheless, a larger late spring volume should be in line with market potential.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 19 percent more than in 1966.

# SPRING SNAP BEANS PRODUCTION TRENDS



\*NUMBER EATING OUT OF CIVILIAN SUPPLIES, JULY 1.

PRODUCTION DATA FOR 1966 ARE PRELIMINARY.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 201-66(10) CONSUMER AND MARKETING SERVICE

Market requirements for fresh snap beans have been trending downward. But in recent years, the downtrend has slowed considerably. There is some indication that the growing population is contributing to some stability in total requirements of fresh snap beans.

Nevertheless, the long-run decline in demand for the fresh product is expected to continue, and total usage of canned and frozen snap beans is likely to increase in importance.



1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Broccoli - Early Spring

(California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u> (planted acreage equal to 1966)						
	13,600		<u>1</u> / 85	1,156		
<u>Background statistics</u>						
1966 Prel.	13,600	13,600	90	1,224	8.27	10,125
1965	11,900	11,900	80	952	8.22	7,825
1960-64 Average	12,920	12,920	76	984	7.76	7,616
<u>1</u> / 1963-66 average yield.						

Comments

Early spring broccoli acreage in 1966 was much larger than in 1965. Most of the increase occurred in the Monterey-Santa Cruz District where freezers use a large part of the crop.

Cold weather during January and February interrupted growth of the crop. However, the average yield was high, and production was nearly 30 percent more than in 1965.

Fresh market supplies were light in February. Shipments increased and were moderate in March. However, movement to freezers kept market supply down. Freezers used a large quantity in March and packing remained active through April.

Prices were very high in February, and continued well above the high levels of a year earlier during March.

The pack of frozen broccoli from the 1966 fall crop may be larger than last year. The production from an equal acreage should be in line with market needs.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1963-66 average yield, will result in a production 6 percent less than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cabbage - Early Spring

(South Carolina, Georgia, Alabama, Mississippi, Louisiana and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage  
equal to 1966)

12,150

1/ 143

1,668

Background statistics

1966 Prel.	12,150	11,650	141	<u>2</u> / 1,643	2.69	4,257
1965	12,350	12,050	141	1,698	4.46	7,577
1960-64 Average	12,910	12,280	137	<u>2</u> / 1,685	2.49	4,166

1/ 1962-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 60 in 1961, 20 in 1964 and 60 in 1966.

Comments

Total early spring cabbage plantings in 1966 were slightly less than in 1965.

Crops in the southern States were damaged by cold weather early in the season. Heavy rains also hindered growth in Mississippi and Louisiana. However, the crop made good progress during March and April.

In the southern States, yields exceeded those in 1965. And the combined production in early spring States (other than in California) was 12 percent above a year earlier. A low yield reduced output in California.

Harvest of the early spring crops was late because of bad weather. Shipments from winter producing areas continued well into May. The average price was relatively high, but below a year earlier when supply gaps resulted in a record price.

There should be sufficient market outlets in 1967 for approximately the same size crop as in 1966.

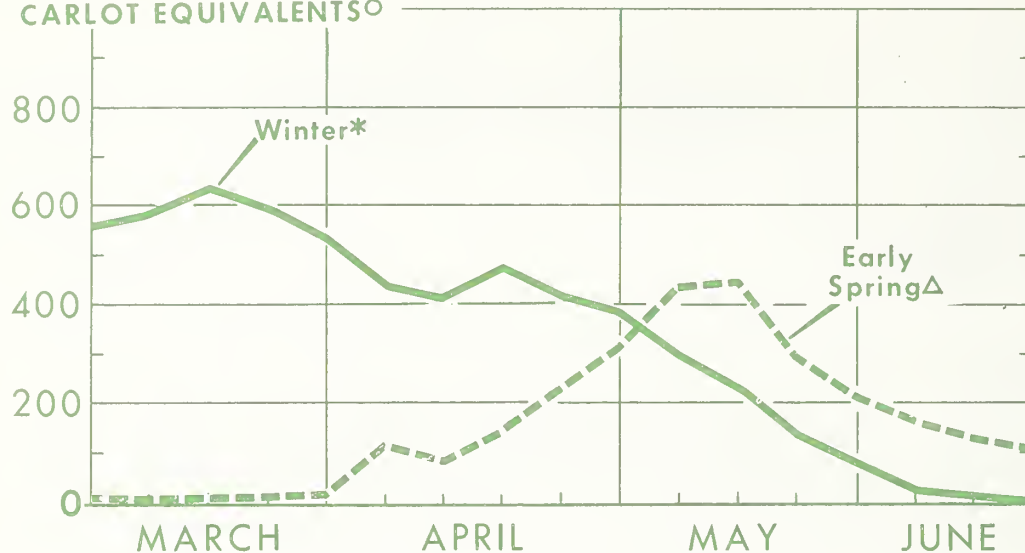
1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-66 average yield, will result in a production 2 percent more than in 1966.

# CABBAGE UNLOADS, 41 CITIES

March-June, 1966

CARLOT EQUIVALENTS<sup>○</sup>



<sup>○</sup>TOTAL U.S., RAIL AND TRUCK.

\*ARIZ., CALIF., FLA. AND TEXAS.

△ALA., CALIF., GA., LA., MISS. AND S.C.

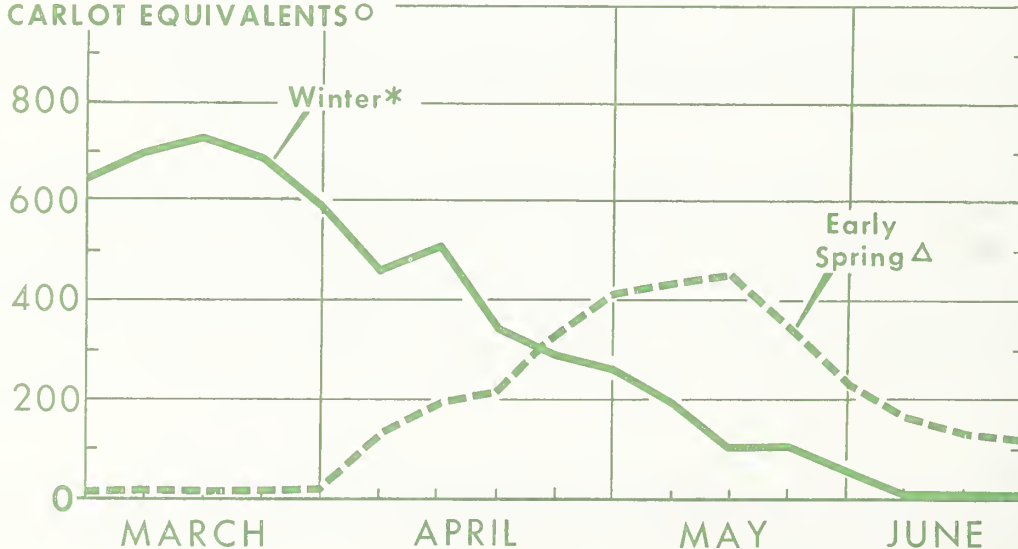
U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 198-66(10) CONSUMER AND MARKETING SERVICE

# CABBAGE UNLOADS , 41 CITIES

March - June, 1965

CARLOT EQUIVALENTS<sup>○</sup>



<sup>○</sup>TOTAL U.S., RAIL AND TRUCK.

\*ARIZONA, CALIFORNIA, FLORIDA AND TEXAS.

△ALA., CALIF., GA., LA., MISS., AND S.C.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 199-66(10) CONSUMER AND MARKETING SERVICE

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage

equal to 1966)

7,950

1/ 135

1,020

Background statistics

1966 Prel. 7,950 7,150 136 2/ 973 2.32 2,116

1965 7,800 7,400 128 2/ 947 3.42 3,192

1960-64 Average 7,560 7,260 135 2/ 983 2.52 2,333

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 42 in 1960, 49 in 1962, 100 in 1963, 85 in 1964, 15 in 1965 and 60 in 1966.

Comments

All of the increase in 1966 plantings was in North Carolina where high prices were received for 1965 offerings.

Freeze-damage checked yields in Ohio. In spite of dry weather, yields in the eastern States were high. Total production was only slightly larger than a year earlier.

Movement from late spring areas started late -- after mid-May. But the early spring harvest also was delayed and there was considerable overlap in shipments from southern and southeastern producing areas. In addition, some early fields in New Jersey provided supplies by the last week in May.

Prices were high in Maryland, Missouri and Ohio. But in other States returns were low.

Early spring and summer marketings in 1967 probably will provide substantial competition in late spring markets. An acreage equal to that in 1966 should provide an adequate crop.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 5 percent more than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Carrots

(Arizona)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u>						
(planted acreage equal to 1966)	3,000		<u>1/</u> 193	579		
<u>Background statistics</u>						
1966 Prel.	3,000	3,000	200	600	6.10	3,660
1965	2,700	2,300	185	426	4.90	2,087
1960-64 Average	2,420	2,400	171	<u>2/</u> 402	5.03	1,973

1/ 1959-63 average yield.

2/ Includes 100,000 hundredweight not marketed in 1960 and excluded in computing value.

Comments

The 1966 acreage of spring carrots in Arizona was more than one-tenth larger than in 1965 and nearly one-fourth above the 1960-64 average.

Good weather prevailed for growth and harvest of the 1966 crop, and yield per acre was high. Production was much larger than crops customarily marketed by Arizona growers.

The 1966 season was highlighted by the light competition in markets as poor weather checked winter carrot production in the Lower Valley of Texas. Prices were high from early January through June, the period when most of the Arizona crop is marketed.

Competitive supplies will continue to limit the market for Arizona carrots. With normal harvest patterns, an equal acreage would provide a tonnage sufficient for 1967 spring requirements.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with no abandonment and a 1959-63 average yield, will result in a production 4 percent less than in 1966.



1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cauliflower - Early Spring

(California)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and  
probable production

(planted acreage 5 percent

less than in 1966) 8,360 1/ 92 769

Background statistics

1966 Prel.	8,800	8,800	85	748	9.72	7,274
1965	7,400	7,400	90	666	9.83	6,544
1960-64 Average	7,960	7,960	92	733	7.53	5,440

1/ 1960-64 average yield.

Comments

Acreage of early spring cauliflower in 1966 was sharply higher than in each of the past two years, and 11 percent more than the 1960-64 average.

In principal central coast producing areas, the crop progressed favorably until February, when low temperatures retarded growth and delayed harvest.

A low yield was obtained on the large acreage. Production was one-eighth more than in 1966.

Shipments during February were light, with the Irvington district the main source. Harvest in the Santa Maria and Salinas areas started early in March. Movement to fresh markets was active from late March until mid-April when shipments declined seasonally.

After declining from extremely high levels in February, fresh market prices stabilized at a high level from mid-March until mid-April. The 1966 average price was slightly below the 1965 record, but well above average.

In 1967, demand from freezers probably will not be as strong as in 1966. With normal weather, a moderately smaller acreage would provide sufficient volume for all potential outlets.

1967 Guide

The 1967 guide is a planted acreage 5 percent less than in 1966. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 3 percent more than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Celery

(Florida and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1967 Acreage Guide and probable production

(planted acreage 5 percent less than in 1966)

7,790

1/ 470

3,625

Background statistics

1966 Prel.	8,200	8,100	442	<u>2</u> / 3,582	5.05	16,592
1965	7,500	7,400	471	<u>2</u> / 3,487	4.35	14,723
1960-64 Average	7,400	7,220	467	<u>2</u> / 3,364	3.95	12,927

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 103 in 1961, 90 in 1963, 161 in 1964, 106 in 1965 and 295 in 1966.

Comments

Plantings in California were increased sharply in 1966. The State's acreage was relatively small in 1965. In Florida, acreage was equal to that of a year earlier. Low yields partly offset the increase in acreage, and total production was 3 percent above 1965.

In Florida, the Everglades was the major source of April shipments. Late in the month, Zellwood, Sanford and north Florida areas provided a light volume. Supplies from the latter areas increased during May. Ventura plus Los Angeles and Orange Counties provided a large part of the April-May supply moving from California. First cuttings in the Salinas-Watsonville area were reported early in June.

Prices declined during April as shipments bunched, then showed contra-seasonal gains during May and most of June. The average price was the highest in several years.

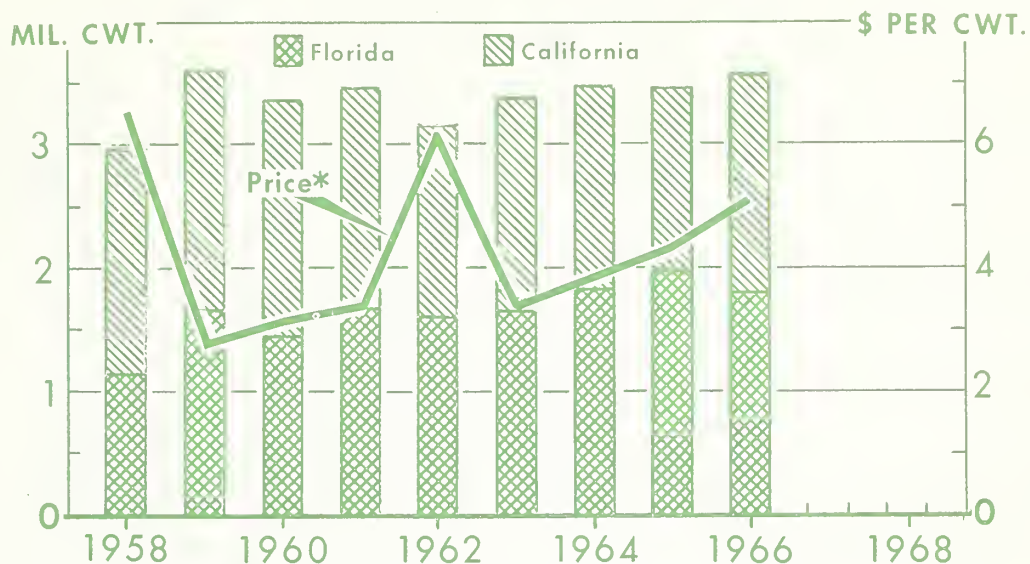
With normal weather, less acreage will be needed to provide a volume adequate for next spring's market requirements.

1967 Guide

The 1967 guide is a planted acreage 5 percent less than in 1966. Such an acreage, with normal abandonment in Florida and a 1963-65 average yield, will result in a production one percent more than in 1966.

# CELERY PRODUCTION AND PRICES

Spring Season



\*SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 196-66(10) CONSUMER AND MARKETING SERVICE

Despite a slightly larger production as compared with the past several years, the average price for 1966 spring production was up substantially for the third successive year.

In both 1965 and 1966, weather patterns which threatened crop potential were largely responsible for unexpectedly strong markets.

A 5 percent reduction in celery acreage is recommended in 1967. But with average yields the probable production would be slightly above 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Sweet Corn - Early Spring

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production  
(planted acreage  
equal to 1966)

50,000                      1/ 74                      3,441

Background statistics

1966 Prel.	50,000	45,100	78	3,510	4.74	16,652
1965	47,800	44,300	70	2/ 3,116	5.21	15,989
1960-64 Average	42,840	39,900	73	2/ 2,912	4.90	13,804

1/ 1963-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 226 in 1963, 157 in 1964 and 46 in 1965.

Comments

A substantial increase in plantings in Florida in 1966 more than offset a reduction in Texas. Per-acre yield was high, and total production was a record.

Fresh sweet corn supplies were light and prices were strong at the start of spring harvest. The Pompano-Dade County area in Florida was the major source for supplies early in April. By the end of April, movement from the Everglades was active, and pulling had started in the Immokalee area.

Shipments from Florida peaked the second week in May. At this time, supplies were temporarily in excess of needs. Volume from Texas was light.

Prices declined gradually during the spring. Although the average price was below a year earlier, total crop value in 1966 was a record.

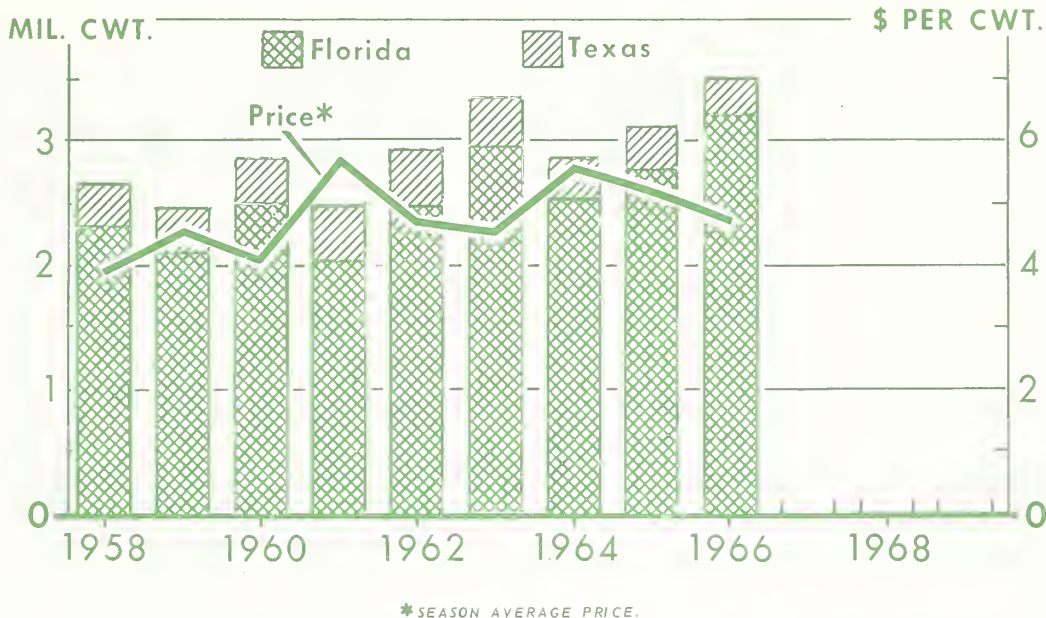
With normal harvest timing in 1967, and with declining competition indicated in late spring areas, markets should absorb an early spring production almost as large as in 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 2 percent below 1966.



## SWEET CORN PRODUCTION AND PRICES, EARLY SPRING SEASON



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 197-66(10) CONSUMER AND MARKETING SERVICE

Total production of early spring sweet corn in 1966 was substantially larger than in 1965 because of increased volume in Florida. Heavy shipments pressured market outlets during May but marketing was otherwise orderly.

Market requirements for fresh spring sweet corn are expected to trend upward. The growing population plus gains in consumer net income should contribute to an increase in trade needs.

In addition, the market potential will be best when normal weather results in a steady flow of sweet corn into outlets. Adverse weather often results in distorted harvest and shipment schedules, and sharp changes in supply and price. Many times these changes cause consumer interest to shift to other items.



1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama and California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u>						
(planted acreage equal to 1966)	10,400		<u>1</u> / 56	571		
<u>Background statistics</u>						
1966 Prel.	10,400	10,000	56	560	5.11	2,863
1965	10,900	10,200	61	623	5.21	3,248
1960-64 Average	13,680	13,520	54	732	4.97	3,643
<u>1/ 1963-66 average yield.</u>						

Comments

Total plantings of late spring sweet corn have been reduced each year since 1962. All States except South Carolina shared in the moderate acreage reduction last season.

A substantial acreage in Georgia was damaged by rains in May. In spite of much dry weather, crop development in Alabama was good. The group average yield was well below 1965, and total production was one-tenth less than a year earlier.

A light supply moved from the Coachella Valley of California during May. Volume increased moderately in June. In the southeastern States, harvest was active by mid-June. Shipments from Florida were heavy during the late spring.

The average price was down slightly compared with 1965.

With normal harvest timing in 1967, competitive supplies from the early spring harvest may be smaller than last season. Late spring areas should be able to successfully market a production about the same as in 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 2 percent above 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cucumbers - Early Spring

(Florida and Texas)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1966)

12,080                      1/ 100                      1,148

Background statistics

1966 Prel.	11,500	10,900	112	1,220	6.11	7,451
1965	12,100	11,600	94	1,094	5.86	6,408
1960-64 Average	11,720	11,000	94	2/ 1,038	6.36	6,117

1/ 1962-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and  
excluded in computing value: 79 in 1960, 53 in 1963 and 101 in 1964.

Comments

Plantings in Florida for the 1966 season were slightly less than in 1965, while in Texas, acreage was much smaller.

Following a late January freeze, some fields in Florida were replanted. Thereafter, the crop made good progress and yields were high. Heavy rains in Texas resulted in loss of acreage. Total production was 12 percent above 1965.

Except for some bunching in late April, Florida marketings were fairly well distributed over the April-May period. Active shipments from Pompano began in early April. These were followed shortly by shipments from the Ft. Myers area. Dade County provided heavy volume by mid-April.

During the first week of April, shipping point prices declined sharply, but soon stabilized, and were moderate through late May, as Florida volume declined.

With normal yields and abandonment in 1967, a moderately larger acreage will be required to produce a sufficient quantity.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1962-66 average yield, will result in a production 6 percent less than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Cucumbers - Late Spring

(North Carolina, South Carolina, Georgia, Alabama, Louisiana and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage  
equal to 1966)

16,950                      1/ 67                      1,113

Background statistics

1966 Prel.	16,950	15,750	64	1,010	7.37	7,441
1965	16,500	16,400	67	1,100	5.55	6,110
1960-64 Average	15,870	15,590	67	2/ 1,036	5.46	5,617

1/ 1960-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1960 and 45 in 1962.

Comments

Cucumber plantings in North and South Carolina were increased in 1966. But all other late spring States had fewer acres. The total acreage was 3 per cent above 1965.

A large production was expected. But this outlook was changed by an early May freeze plus heavy rains that damaged crops in southeastern States. Total late spring production was 8 percent below 1965.

In California, harvest in San Diego County began early in April. Supplies from that State were moderate throughout the spring. Picking in the southeastern States began later than usual in 1966. When movement became active in late May in South Carolina, the major late spring source, competitive supplies were light.

The trend in cucumber prices during the 1966 spring season was the reverse of the usual pattern; prices rose sharply as the season progressed. The average price was record high, as was the total value of the crop.

An acreage equal to 1966 should provide a volume sufficient for late spring market needs.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 10 percent more than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Eggplant

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1967 Acreage Guide and probable production

(planted acreage 10 percent more than in 1966)

1,100                      1/ 148                      163

Background statistics

1966 Prel.	1,000	1,000	165	2/ 165	6.10	915
1965	1,100	1,000	150	2/ 150	5.80	800
1960-64 Average	1,140	1,100	131	141	5.50	771

1/ 1963-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 12 in 1965 and 15 in 1966.

Comments

With good weather, average yield attained a record in 1966. Production in Florida was the largest since 1948.

Freezing temperatures reduced the Florida winter crop. With supplies low, prices were high prior to start of active movement from the Pompano area in early April. Volume from Pompano peaked during April and continued into June. In the Plant City area, marketings increased after mid-May; supplies were available in north Florida areas during June and early July.

Prices declined during April but improved during May. The average price was high, and total crop value was a record.

With normal yields in 1967, a larger acreage would be required for a sufficient production.

1967 Guide

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with no abandonment and a 1963-66 average yield, will result in a production one percent less than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lettuce - Early Spring

(North Carolina, New Mexico, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage 5 percent  
less than in 1966)

42,660                      1/ 190                      7,862

Background statistics

1966 Prel.	44,900	44,600	183	2/ 8,184	3.73	28,021
1965	35,200	35,100	200	2/ 7,024	7.14	50,111
1960-64 Average	40,170	39,780	184	2/ 7,280	4.03	29,294

1/ 1962-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1963, 6 in 1964, 10 in 1965 and 679 in 1966.

Comments

All four States contributed to the sharp increase in total early spring acreage in 1966.

Freeze damage to the crop was reported in New Mexico, and low temperatures delayed harvest in North Carolina.

Early harvest in Arizona was restricted by hot weather. Two peak harvesting periods occurred in Arizona -- the first and fourth weeks in April. The central Arizona harvest ended about May 18, much earlier than in recent seasons. And because of harvest bunching, some fields in that State were abandoned. Shipments from California ranged from moderate to heavy during May and the first half of June, and declined thereafter.

Prices were depressed during most of the spring season, and averaged sharply below a year earlier when the market was exceptionally high.

Assuming normal harvest timing in 1967, an acreage moderately smaller than in 1966 should produce a supply adequate for prospective requirements.

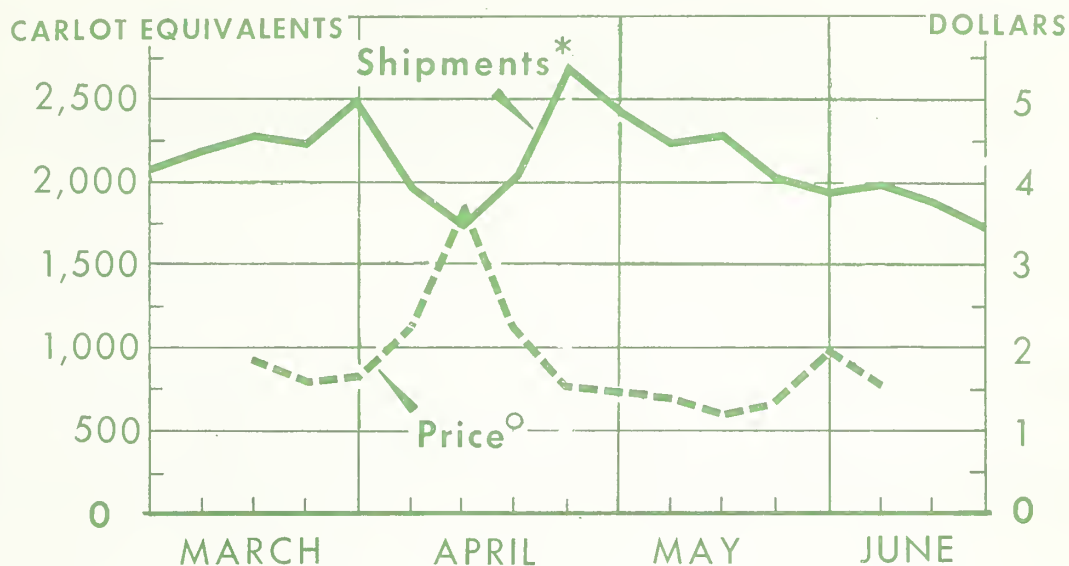
1967 Guide

The 1967 guide is a planted acreage 5 percent less than in 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 4 percent less than in 1966.



# SPRING LETTUCE

*Shipments and Prices, 1966*



\* COMBINED U. S. RAIL AND TRUCK.

○ ARIZONA F.O.B. SHIPPING POINT PRICES, STD. CTN. 24'S.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C & MS 107-66 (11)

CONSUMER AND MARKETING SERVICE

The two peak harvesting periods which occurred in Arizona during the 1966 spring season were clearly reflected in the total supply picture. This widened the lag in shipments in early April as California supplies declined seasonally.

Market prices reacted sharply and they were quite high for a brief period in mid-April. For the season, though, prices averaged much lower than the extremely high level recorded in 1965.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey, Pennsylvania, Washington and Oregon)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u>						
(planted acreage equal to 1966)	6,530		<u>1/</u> 151	966		
<u>Background statistics</u>						
1966 Prel.	6,530	6,400	145	925	5.30	4,898
1965	6,250	6,150	167	1,029	7.21	7,416
1960-64 Average	6,230	6,080	149	909	4.55	4,110
<u>1/</u> 1963-66 average yield.						

Comments

A moderate-size crop of late spring lettuce complemented a burdensome supply from the early spring harvest. An early windup of the early spring harvest in Arizona helped to reduce pressure of supplies. As a result, the late spring price, although down sharply from a year earlier, exceeded average.

In New Jersey, the leading seasonal source, a low yield more than offset an increase in acreage, and production in that State was 10 percent below 1965. Compared with a year earlier, production changes in other States were relatively small.

By late May, harvest was underway in eastern States, and marketings continued into July. In Oregon and Washington, cutting was light until late in June. Most areas had supplies available in July. However, movement from summer harvests was underway by early July, and reduced need for late spring supplies.

In 1967, volume from early spring and summer producing areas can again be expected to provide sharp competition during part of the late spring season. An adequate tonnage could be produced on an acreage equal to last year.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 4 percent above 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Onions - Early Spring

(Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1966)

24,260                      1/ 133                      2,904

Background statistics

1966 Prel.	23,100	16,600	95	1,577	7.60	11,985
1965	25,100	23,100	130	3,003	3.95	11,862
1960-64 Average	25,880	22,800	129	2/ 2,942	3.58	10,125

1/ 1961-65 average yield.

2/ Includes 444,000 hundredweight not marketed in 1964 and excluded in computing value.

Comments

Total planted acreage in 1966 was down 8 percent from a year earlier and the second lowest since 1951. Most of the acreage was irrigated; approximately 15 percent was dryland located in the Coastal Bend and Raymondville areas.

Cold weather, coupled with frequent rains, hampered the crop. Heavy rains in late April in the Rio Grande Valley and the Coastal Bend areas caused a considerable loss of acreage in mature fields, and yields were reduced.

Largely as a result of the excessive rain, production was 46 percent below average.

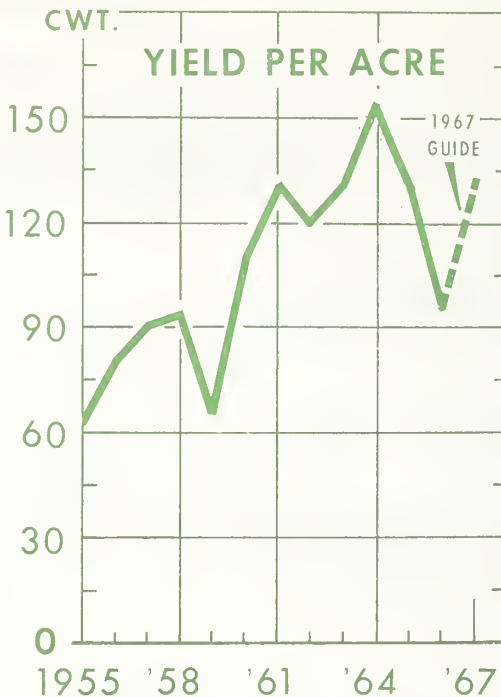
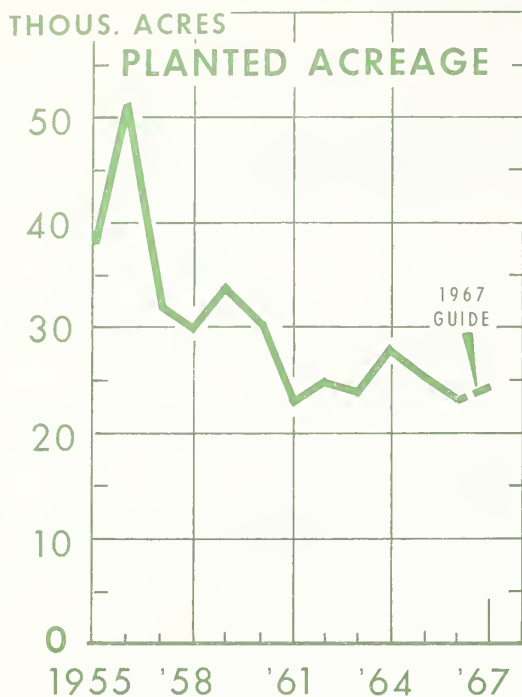
Total early spring onion shipments, which started later than usual, were sharply below expectations. But prices received for the small volume were the highest for the last two decades.

In the spring of 1967, storage supplies likely will be lighter than the relatively heavy inventory indicated a year earlier. Markets should be able to handle the production from a moderately larger acreage.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 84 percent more than the small 1966 crop.

# TEXAS EARLY SPRING ONIONS

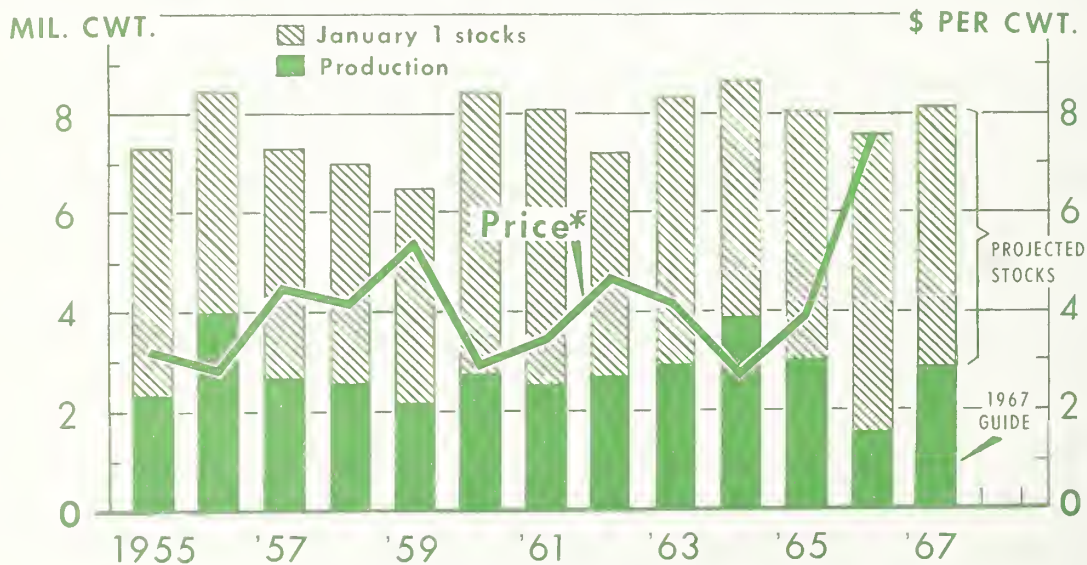


U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 110-66(10) CONSUMER AND MARKETING SERVICE

# TEXAS EARLY SPRING ONIONS

## Selected Stocks and Prices



\* SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 109-66(10) CONSUMER AND MARKETING SERVICE

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Onions - Late Spring

(North Carolina, Georgia, Texas, Arizona and California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1967 Acreage Guide and <u>probable production</u> (planted acreage equal to 1966)	7,000		<u>1/</u> 300	2,091		
<u>Background statistics</u>						
1966 Prel.	7,000	6,780	300	2,037	5.42	11,031
1965	6,250	6,250	324	2,026	5.83	11,814
1960-64 Average	8,010	7,870	246	<u>2/</u> 1,906	3.38	6,056

1/ 1962-65 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 370 in 1960, 35 in 1961 and 200 in 1964.

Comments

Late spring onion plantings in the western States were increased substantially in 1966. But acreages in Texas and Georgia were reduced.

Cold weather and rains hindered crops in Texas and the eastern States, and the group yield was low. Total production was slightly above 1965, and was the largest since 1960.

Harvest began in California's Imperial Valley early in April. In Arizona, pulling in the Salt River Valley began in early May, and in the Harquahala Valley by mid-May. Some volume was available from late spring fields in Texas by late May. Shipments from Arizona and California peaked early in June, about two weeks after Texas early spring shipments had begun to taper off.

Onion prices showed a sharp decline in the late spring of 1966. However, total value of the crop was high.

With normal timing of early spring harvest next year, growers can expect stronger competition than in 1966. But a slightly larger production in 1967 should be in line with potential market requirements.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and 1962-65 average yields by States, will result in a production 3 percent larger than in 1966.



1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Green Peas - Early Spring

(California)

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1967 Acreage Guide and probable production</u>							
(planted acreage 5 percent more than in 1966)	1,260		<u>1</u> / 44	55			
<u>Background statistics</u>							
1966 Prel.	1,200	1,200	40	48	13.10	629	
1965	2,100	2,100	40	84	10.70	899	
1960-64 Average	2,720	2,720	46	122	9.62	1,162	

1/ 1963-66 average yield.

Comments

The downward trend in fresh green pea acreage continued last season. Total acreage was 43 percent below 1965.

The crop was delayed by cool weather. A light volume developed in the Edison-Arvin section of Kern County by early April. A small supply moved from the Delano area the last half of April. In the Gilroy-Hollister area, harvesting was underway early in May.

By late June, the 41-city unload total for California green peas was 142 carlot equivalents compared with 292 in the like period of 1965. The small crop sold for a record price.

Although consumers have shifted to the frozen product, markets will continue to absorb a token supply of fresh peas. A larger volume could be marketed in 1967.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with no abandonment and a 1963-66 average yield, will result in a production 15 percent more than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Green Peppers

(Florida and Texas)

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	:	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)		(\$1,000)
<u>1967 Acreage Guide and probable production</u>							
(planted acreage equal to 1966)	9,000		<u>1</u> / 100	849			
<u>Background statistics</u>							
1966 Prel.	9,000	8,500	101	861	12.25		10,546
1965	7,800	7,400	92	678	13.96		9,467
1960-64 Average	8,320	7,640	94	<u>2</u> / 718	10.20		7,111

1/ 1963-66 average yields by States.

2/ Includes 57,000 hundredweight not marketed in 1960 and excluded in computing value.

Comments

Total planted acreage was 15 percent more than in 1965. All of the increase in acreage was in Florida.

Despite adverse weather, yields in Florida were high. In Texas, excessive rain resulted in a substantial loss of acreage. Total production in 1966 was 27 percent above 1965.

Movement from spring fields in Florida began early in April. High prices encouraged harvesting before peppers were fully sized. Volume peaked early in May, after the Plant City harvest began. In Texas, harvest in the Rio Grande Valley was active by the last half of June.

Although showing some weakness in late May, the average spring price was high. And total value of the crop was a record.

In 1967, harvest timing may not be as favorable as in 1966 when there was little bunching in volume. However, markets should absorb the production from an equal acreage.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment in Florida and 1963-66 average yields by States, will result in a production one percent less than in 1966.

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Spinach

(Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio,  
Missouri, Maryland and Virginia)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production

(planted acreage  
equal to 1966)

5,490                      1/ 62                      310

Background statistics

1966 Prel.	5,490	5,190	58	303	6.03	1,827
1965	5,540	5,130	63	<u>2</u> / 322	6.27	2,005
1960-64 Average	6,340	5,490	61	338	5.83	1,960

1/ 1962-65 average yield.

2/ Includes 2,000 hundredweight not marketed in 1965 and excluded in computing value.

Comments

Total plantings of spring spinach have been trending downward. All of the reduction in acreage in 1966 was in Massachusetts and Connecticut.

Cold, dry weather hindered the crop, and per-acre yield was low. Total production was substantially below average. As usual, New Jersey was the leading source, accounting for 37 percent of the crop.

Some supplies developed from wintered-over acreages in New England and Mid-Atlantic areas. In New Jersey, movement from the spring seeded crop was active by late April. Marketings were moderate through mid-June, and then tapered off. Harvest in New York began early in June. Supplies moved from California throughout the spring.

Prices showed little change after the shipping season was underway, and averaged moderately below the preceding year.

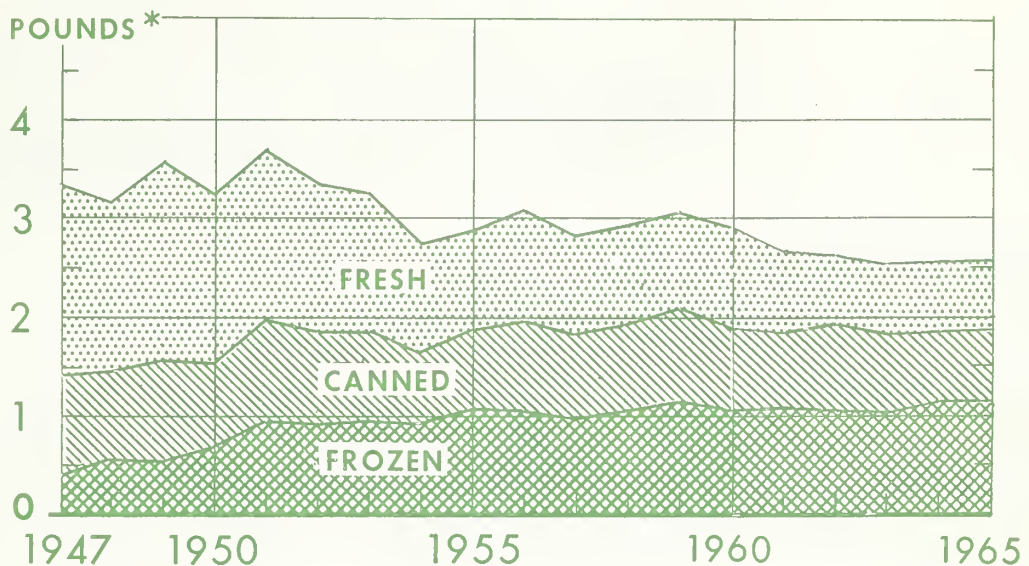
In 1967, satisfactory markets should exist for a crop about as large as that in 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 2 percent above 1966.

# FRESH AND PROCESSED SPINACH

## *Trends in Per Capita Consumption*



\* FRESH EQUIVALENT BASIS

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 96-66 (10) CONSUMER AND MARKETING SERVICE

The long-term decline in annual per capita consumption of fresh spinach has resulted in a substantial decrease in market requirements. However, per capita use has been comparatively stable in recent years. Thus, an acreage equal to 1966 will be needed in 1967 to furnish adequate supplies.

Since 1962, processed spinach has continued to account for about the same portion of the market. But, use of frozen spinach has expanded moderately at the expense of the canned.



1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Tomatoes - Early Spring

(Florida, Texas and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and probable production

(see 1967

guide below)

25,650

1/ 160

3,762

Background statistics

1966 Prel.	26,600	23,700	161	<u>2</u> / 3,806	8.99	31,166
1965	25,600	23,800	144	3,419	10.19	34,835
1960-64 Average	32,200	27,820	127	3,523	8.24	28,934

1/ 1964-66 average yields by States.

2/ Includes 338,000 hundredweight not marketed in 1966 and excluded in computing value.

Comments

The 1966 season was highlighted by an increase of 33 percent in total acreage in Florida. Because of a freeze in Florida in late January, there was a severe loss in plantings. But a substantial acreage was reseeded. This resulted in harvest bunching in late May and June.

Total production in Florida was 32 percent above 1965. High temperatures accelerated ripening of fruit. Because volume was burdensome from time to time, some fields were abandoned after the first picking. Prices were high during April, but declined to low levels by late May.

The combined production in Texas and California was less than one-half the tonnage reported in 1965. In Texas, heavy rains in May and high temperatures in June resulted in a heavy loss of fruit. The California volume was light, with shipments peaking in June. Average price in Texas and California was relatively high.

Timing of harvests in 1967 may be more favorable than in 1966. The production from a smaller acreage should be in line with potential needs.

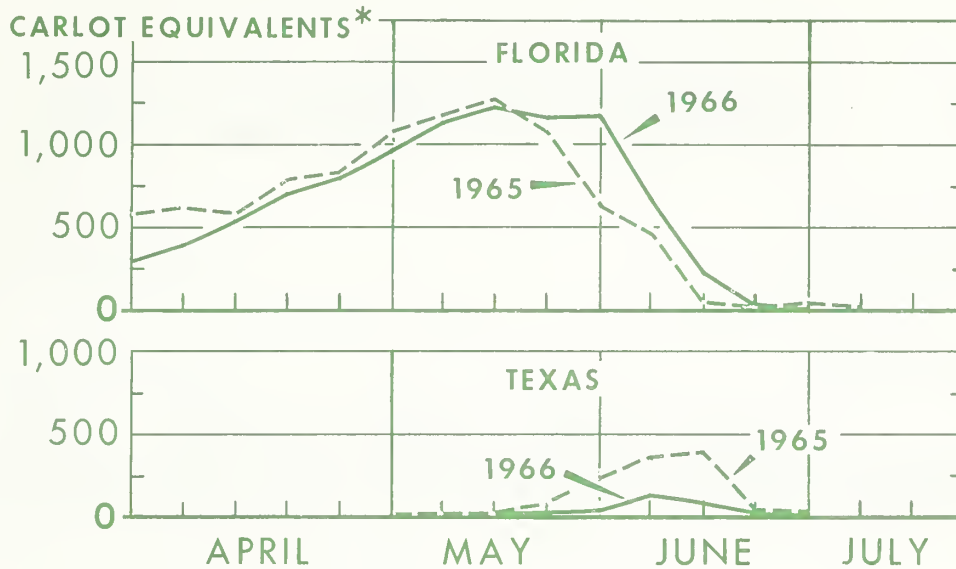
1967 Guide

The 1967 guide is a planted acreage 5 percent less than in 1966 in Florida and equal to 1966 in Texas and California. Such acreages, with normal abandonment and 1964-66 average yields by States, will result in a production one percent less than in 1966.



# TOMATO SHIPMENTS BY STATES

*Early Spring Season*



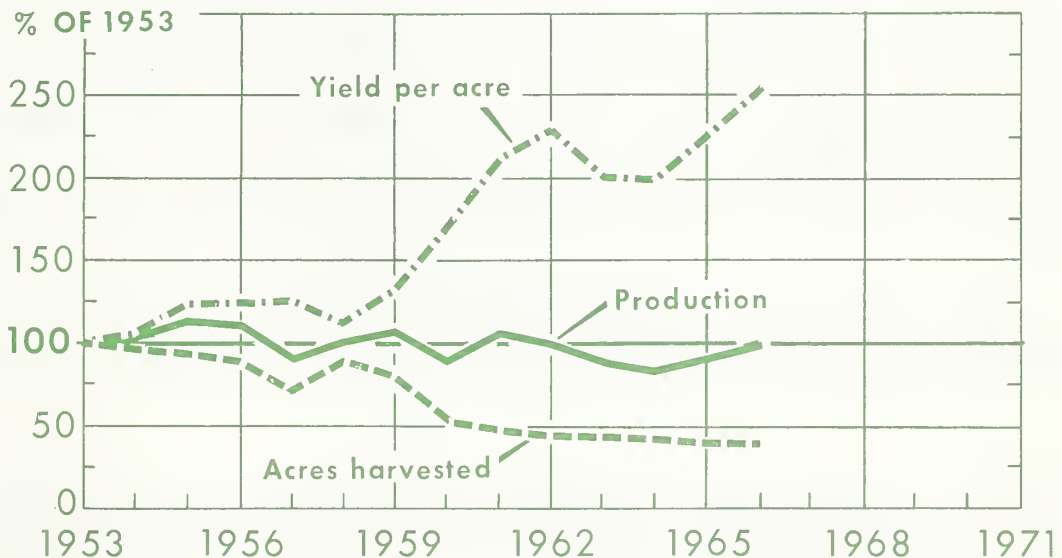
\*RAIL AND TRUCK COMBINED.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 195-66(10) CONSUMER AND MARKETING SERVICE

# EARLY SPRING TOMATO TRENDS

*Acreage Decline Offset by Increasing Yields*



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 200-66(10) CONSUMER AND MARKETING SERVICE

1967 Acreage-Marketing Guides  
Spring Vegetables for Fresh Market

Tomatoes - Late Spring

(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	:Planted:For harvest:		per acre	:	Production:	Price	Value
	(acres)		(cwt.)		(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1967 Acreage Guide and probable production</u>							
(planted acreage 5 percent more than in 1966)							
	20,160		<u>1/</u> 61		1,168		
<u>Background statistics</u>							
1966 Prel.	19,200	17,800	60		1,061	7.81	8,284
1965	20,200	19,400	64		1,243	7.84	9,751
1960-64 Average	19,180	17,900	56		997	8.03	8,031
<u>1/ 1964-66 average yield.</u>							

Comments

In 1966, acreage reductions were recorded in all late spring States except Texas, where acreage was unchanged.

Fruit set was good in South Carolina, the leading producing State in this group. But excessive rains checked yield potential in other States. Total production in 1966 was 15 percent less than the large crop of a year earlier.

The 1966 spring harvest was late. But this timing was beneficial due to the late windup of Florida spring shipments. Light volume was available in Texas and South Carolina early in June. Marketings in Texas peaked the second week in June and those in South Carolina, the third week. Supplies from these States declined sharply in late June. Total movement from Georgia, Mississippi and Louisiana was small.

The large amount of competitive supplies kept late spring prices below average.

In 1967, early spring shipments may provide competition at the start of late spring harvest. But producers should be able to successfully market a larger late spring production.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 10 percent more than in 1966.

1967 Acreage-Marketing Guides  
Spring Melons for Fresh Market

Cantaloups

(Florida, Texas, Arizona and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted: For harvest:</u>	per acre	: Production:	Price :	Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000	cwt.)
1967 Acreage Guide and <u>probable production</u> (planted acreage equal to 1966)	40,000	<u>1</u> / 99	3,683			
<u>Background statistics</u>						
1966 Prel.	40,000	33,800	100	3,377	6.25	21,112
1965	38,800	35,300	105	<u>2</u> / 3,707	7.47	25,881
1960-64 Average	33,460	32,440	115	<u>2</u> / 3,700	6.52	23,989

1/ 1964-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 10 in 1962 and 242 in 1965.

Comments

Good growing and harvesting weather highlighted the 1966 spring-crop cantaloup season in Arizona and California. Yields were slightly above the previous year, and the combined crop in the two States was one-eighth larger than in 1965.

The western harvest started in late May. Volume peaked about mid-June. There was some bunching in shipments and prices were down compared with the high levels reported in 1965.

Excessive rains damaged the crop in Texas, particularly in the Rio Grande Valley. Crop potential was reduced about one-half. Volume shipments from Texas coincided with peak movement from the West. Market price for Texas supplies was moderately below average. However, the small volume in Florida returned an above-average price.

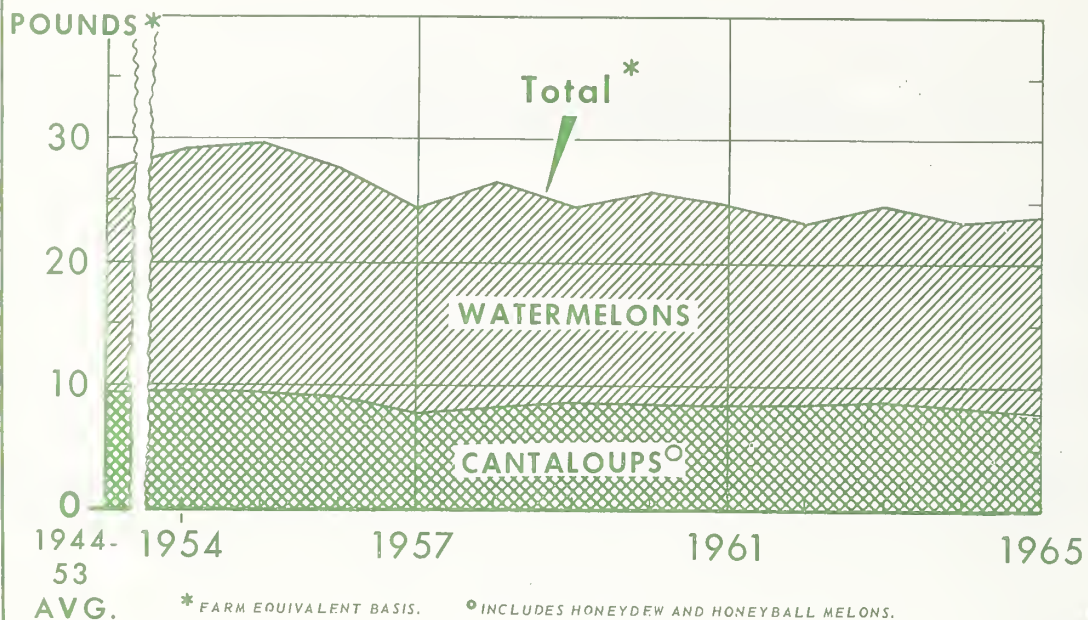
The market potential for spring cantaloups is expected to continue favorable. There should be satisfactory markets in 1967 for a crop moderately larger than in 1966.

1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 9 percent above 1966.

# WATERMELONS - CANTALOUPS

Per Capita Consumption

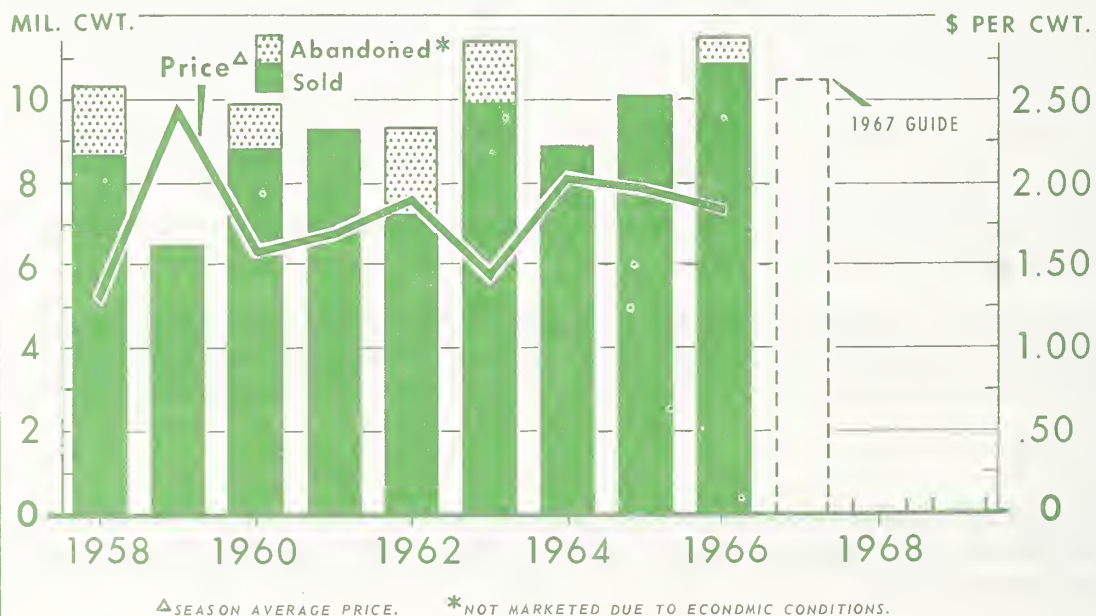


U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 88-66 (10) CONSUMER AND MARKETING SERVICE

# WATERMELON PRODUCTION AND PRICES

Late Spring Season



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 202-66 (10) CONSUMER AND MARKETING SERVICE



1967 Acreage-Marketing Guides  
Spring Melons for Fresh Market

Watermelons - Late Spring

(Florida and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and  
probable production  
(planted acreage  
equal to 1966)

/4,600                      1/ 143                      10,277

Background statistics

1966 Prel.	74,600	71,600	162	<u>2/</u> 11,594	1.82	19,860
1965	81,200	78,200	130	10,165	1.96	19,886
1960-64 Average	76,580	73,980	133	<u>2/</u> 9,793	1.72	15,062

1/ 1963-66 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,129 in 1960, 2,152 in 1962, 1,457 in 1963 and 670 in 1966.

Comments

In 1966, watermelon acreages in Florida and California were reduced sharply. A winter freeze plus heavy rains damaged vines in Florida. Low temperatures delayed the crop in California.

The total production in 1966 was a record, and 14 percent above 1965. All of the increase in tonnage was in Florida where some of the crop was abandoned.

Active picking of Florida melons began late in April. Volume was heavy by late May and peaked during the last half of June. A large tonnage was shipped in July. These late-season sales competed with offerings from summer harvests. Shipments from California were light until late June.

The spring price was below 1965, when the market was exceptionally strong, but exceeded the 1960-64 average.

A late start in harvesting in Florida in 1966 was largely responsible for shipments bunching. With normal harvest timing in 1967, there should be outlets for the production from an equal acreage.

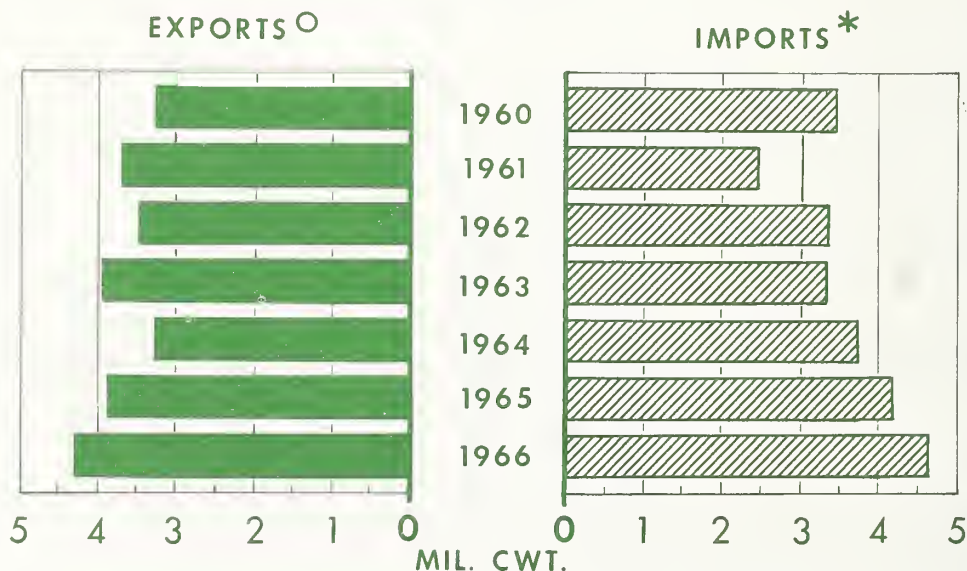
1967 Guide

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment in Florida and 1963-66 average yields by States, will result in a production 11 percent below 1966.



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Official Business

## SPRING VEGETABLE EXPORTS AND IMPORTS UP IN 1966



\*CANTALOUPE, CUCUMBERS, ONIONS, PEPPERS, TOMATOES, WATERMELONS.

○SNAP BEANS, CABBAGE, CARROTS, CELERY, LETTUCE, ONIONS, PEPPERS, TOMATOES, WATERMELONS.

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